

Commercial and Industrial Buildings,
Joseph Motor Sales Company Showroom
99 Main Street
Dubuque
Dubuque County
Iowa

HABS No. IA-160-BP

HABS
IOWA,
31-DUBU,
13-BP -

**PHOTOGRAPHS
HISTORICAL AND DESCRIPTIVE DATA**

Historic American Buildings Survey
Department of the Interior
National Park Service
Rocky Mountain Regional Office
P.O. Box 25287
Denver Colorado 80225

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Site Location: 99 Main Street
Dubuque, Dubuque County, Iowa
DOT designation: Resource Site No. 5.5
Cadastral grid : SE1/4 NE1/4 S25 T89N R2E
USGS quadrangle: Dubuque South Iowa 7.5'
UTM coordinates: 15.691960.4707120
Lot dimensions : 42'x 114': .11 acre
Lot description: South 42' of City Lot 534
Present Owner: Thomas V. and Marguerite M. Sweeney
Present Usage: retail gift store
Present Condition : good

Overall Dimensions: 14'x 42'; 1 story
Orientation : east
Architectural Plan type : rectangular open plan; 1-story.
Description : Foundation: (below grade).
Structure : steel frame roof truss with brick masonry bearing walls.
Ext. walls: painted brick laid in running bond on front section; metal/wood siding on rear section.
Roof : composition bowed roof with brick parapet walls over front section; asphalt sheathed shallowly pitched gable with shed extension over rear section.
Openings : painted wood frame, full-width store front on front, with large, fixed-light windows and transoms and two single-leaf entrances (one presently boarded over); windowless party walls; simple entrance and garage doors on rear.
Details : terra cotta coping blocks and corbeled brick panels with terra cotta corner blocks on front parapet.

Construction Date : c.1925

Architecture Style: 20th Century Functional

Physical History : Built around 1925, this single-story brick building initially housed the auto showroom of the Joseph Motor Sales Company. It was designed typically for an automobile dealership of the period, with an open-floor showroom located under the bowed roof in the front and a garage area in the rear under the gabled roof. Other subsequent businesses housed in building include: the Clark Motor Company, Dietrich and Ahrendt Auto Repairs, McGhee Hatchery and Farm Supply Store. Sometime before 1964 this last business became

the McGhee Ace Hardware Store and later the Sweeney Ace Hardware Store and Sweeney Surge Dairy Equipment Sales and Service center. It remains under the ownership of the Sweeney family and has most recently housed a retail gift store. Throughout these numerous tenants, the structure has undergone relatively minor alterations and additions involving the boarding-over of a door on the front and residing of the rear garage area.

Significance: Joseph Motor Sales Company Showroom is a representative example of the functionally detailed auto showrooms built along lower Main Street in Dubuque.

References: Dubuque City Directories: 1857 - 1970.
Sanborn Insurance Maps: 1879, 1884, 1891, 1909, 1972.
Dubuque County Assessment Record: 3-17-16-15.
Iowa Department of Transportation, "Draft Environmental
Impact Statement - Cultural Resources Assessment."

Compiler: Clayton B. Fraser, Fraserdesign, Loveland Colorado
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